



Minutes of the Oregon State Fair Council Regular Meeting

March 17, 2022

Floral Building- Oregon State Fair & Expo Center

Audio Recorded: Yes

I. Call to Order: The meeting convened at 1:33 pm with Chair Berger presiding.

II. Roll Call: The attendance, both by Zoom and by phone, was recorded as shown below:

Present:

Vicki Berger, Chair
Loyal Burns, Vice Chair
Kevin Cameron, Council Member
Jon Chandler, Council Member
Austin McGuigan, Council Member
Leah Perkins-Hagele, Council Member
Arnie Roblan, Council Member
Craig Smith, Council Member
Kim Grewe-Powell, Director/CEO

Non-Present:

George Jennings, Council Member
Dana Jung, Council Member
Rep. Paul Evans, Advisory Council Member
Sen. Bill Hansel, Advisory Council Member

III. Pledge of Allegiance: The Pledge of Allegiance was made by all parties present.

IV. Approval of Minutes:

- a. Council Meeting of December 9, 2021:** Chair Berger asked if there were any changes or corrections to the minutes presented for approval. Hearing none, a motion was made by Council Member McGuigan and seconded by Vice Chair Burns to approve the minutes as presented. The motion carried unanimously.
- b. Council Meeting of February 17, 2021:** Chair Berger asked if there were any changes or corrections to the minutes presented for approval. Hearing none, a motion was made by Council Member McGuigan and seconded by Vice Chair Burns to approve the minutes as presented. The motion carried unanimously.

V. Council Chair's Report: Chair Berger announced the Executive Committee will include: Chair Berger, Vice-Chair Burns, Council Member Kevin Cameron, and Council Member McGuigan. She appointed a subcommittee of Chair Berger, Vice Chair Burns, and Council Member McGuigan prepare and recommend an evaluation process of the CEO, for the Fall of 2022.

VI. CEO's Report: All employee received an annual review completed in February. Expo business continues to increase. April is a busy month with events like Ag Fest, Athletic Edge Competition, The Great Junk Hunt, National Women in Construction Day, horse shows, Chess for Success, and several multi-cultural concerts.

CEO Grewe-Powell has been having conversations with DAS about building repairs, and assistance to obtain bond funds to help with the cost of leaks and immediate repairs that are needed around the facility. CEO Grewe-Powell is working with the marketing team to create a presentation of marketing materials to better tell the story of the Oregon State Fair and Exposition Center, also to include the last two years of how important OSFEC has been to the community during emergency events.

The marketing team is also working on the look and feel of the Expo website, to make it user friendly and attractive to potential patrons, and customers. She is also working with the Expo team to implement a post event survey to give clients an opportunity to give feedback regarding building, customer service and concessions/food at OSFEC.

Council Member McGuigan would like to see ROI per event and how to best maximize expo. He would also like to see if the money spent on marketing is gaining a significant return on business, and figure out how best to invest in Expo, and refine as OSFEC needs.

CEO Grewe-Powell shared OSFEC has a software that will do this for them. It is in the process of being built for OSFEC. It is CEO Grewe-Powell's intention to have it in place by October. CEO Grewe-Powell shared they would gather some data about the cost of holding an expo event and the cost to OSFEC to share with the Council at the next meeting in May. At the May Council meeting CEO Grewe-Powell will announce the 2022 concert line up.

VII. Action Items

a. State Fair Council

- i. **Financial Statement 1/1/2022-1/31/2022:**
- ii. **Financial Statement 1/1/2022-2/28/2022:**
Council Member McGuigan moved to accept the Financial Statements (FS 1/1/2022-1/28/2022, and 1/1/2022-2/28/2022) as presented, and Vice Chair Burns seconded the motion. The motion carried Unanimously.
- iii. **Financial Statement 1/1/2019-2/28/2019 P & L Total:** (Included for comparison purposes only)
- iv. **2022 Contract for Independent Contractor Services for Year-Round and State Fair Digital Outreach and Marketing by Royle Media:** CEO Grewe-Powell shared that the decrease in the contract was in relation to not having a professionally produced TV Commercial, and to replace it with a smaller budget commercial, and heavier emphasis on social media. Council Member Smith moved to accept the Contract for Royle Media as presented, and Council Member Chandler seconded the motion. The motion carried Unanimously.

b. Committee Reports and Action Thereon

- i. **Executive Committee:** Chair Berger shared during the Executive Committee Meeting held on March 3, 2022 the committee passed the 2022 budget, that CEO Grewe-Powell presented, along with the end of year 2021 Financial Statements.
- ii. **Governmental Affairs Committee:** Council Member Roblan shared his discussion and meetings with the legislators during the last session. He reminded the council there is going to be a big change over in the next election with Senate leadership. He is working on having conversations with as many people as he can. As the legislators are returning back to the capitol it will make it easier to connect with our representatives.
- iii. **Nominating Committee:** Rich Schultz, and Joel Conder are applying to be council members. Mr. Condor's application has been received and going through the review process.

VIII. Public Comments on Non-Agenda Items: None

IX. Council Members' Comments: Council Member McGuigan asked if there was any gage on the return of Commercial Exhibitors. CEO Grewe-Powell shared that the Commercial Exhibitor packets will be sent out via email soon. The response is usually slow but other fairs have been getting good responses from vendors. Council Member Burns asked, "What percentage of revenue comes from gate admission?" CEO Grewe-Powell responded to Council Member Burns that a good percent of revenue does come from gate admission, but the majority of revenue comes from alcohol, carnival, parking. She also shared that the fairs admission fee has been the same for many years and that this year OSFEC will be looking to increase the gate admission.

Council Member Cameron shared that Travel Salem is looking for land to put baseball and soccer fields, he asked if OSFEC has some land in the back that is not utilized at the moment and would consider making it available for this purpose? CEO Grewe-Powell said she is on the Interview Panel for the Travel Salem Sports Position and will inquire about this when business resumes in that area.

X. Adjourn: There being no further business, the meeting adjourned at 2:34 pm.

Meeting Materials:

Agenda

Council Meeting Minutes December 9 , 2021

Council Meeting Minutes February 17, 2022

Financial Statements 1/1/2022- 1/31/2022

Financial Statements 1/1/2022-2/28/2022

Financial Statements 1/1/2019-2/28/2019 P & L Total: (Included for comparison purposes only)

2022 Contract for Independent Contractor Services for Year-Round and State Fair Digital Outreach and Marketing by Royle Media